The great thing about capitalism is who ever offers the best service wins...and if broadcasters of a FREE service lose out to one which people have to pay for...WAY TO GO SATELLITE RADIO!!! XM ranks supreme. On a more serious note, on demand traffic and weather can be very useful to populous metropolitian areas, reducing immediate need for expansion by unclogging major arteries by diverting "smart" drivers and allowing for better trip planning during severe weather. Satellite radio provides an on-demand service to those who demand it and are will to pay for it....satellite radio is the future unless conventional stations innovate to keep their customer base.